TARGET

Vendor Guidelines for Co-Marketing Target on Advertising

10/25/2019

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Hello,

Thanks for your interest in Co-Marketing Target in your brand's promotional materials. This guide offers helpful creative and technical tips on Co-Marketing.

Our goal is to offer our guests the best experience possible. We do that when we partner with other great brands to promote their products, while maintaining the Target look and feel.

We've developed guidelines for how two brands can coexist, and yet keep their identity as strong brands.

We look forward to working with you!

The Basics

- Your ad should be true to your brand identity, and not look like a Target ad.
- Avoid using creative cues that could be mistaken for Target work; e.g., using Target Red (PMS 186) or a lot of red and white (unless they are your brand's colors), the Helvetica Neue font, etc.
- Steer clear of color combinations used by Target competitors; e.g., Walmart's blue and gold.
- Surround Target logos with clear space and uncluttered backgrounds.
- Place the Target logo near the bottom of the page, away from headlines, text and imagery.
- Always try to feature no more than three retailers per ad.
- When you list multiple retailers, we prefer that you give Target premium or prominent positioning.
- For Digital Co-Marketing requests, Vendor must adhere to the Terms and Conditions specified in the Digital section, see page 19.

Target Logo and Tagline

Bullseye Design

The Bullseye Design is integrated in the identity signatures of Target Stores, as well as in many of the logos for our products and services.

When using the Bullseye, “Expect More. Pay Less.” or the Target word-mark, you must include the following legal line:

The Bullseye Design, Target and Expect More. Pay Less. are registered trademarks of Target Brands, Inc.

The legal line may be shortened to reflect what’s shown in a particular communication. For example, if only the Bullseye is shown, it may read:

The Bullseye Design is a registered trademark of Target Brands, Inc. The register mark ® is no longer needed on the Bullseye logo.

The Color Red

- The Bullseye Design may appear in Target Red, black or white only (white logo to be placed only on a colored background).
- Target Red is PMS 186 for spot color and 4/100/85/6 for 4-color process.
- The inner ring of the Bullseye is transparent. When the Bullseye is placed on another color or image, that color or image is visible through the inner ring.

Using the Target Logo

Use only the approved Target logos provided to you.
(See “Approved Logos” beginning on page 6)

Target Properties

Please refrain from using Target properties like the shopping cart, carry bag or shopping basket icons. This also includes Target Store imagery & Target.com OR Target App screenshots.

Approved Logos

Direction for All Target Logos

The Bullseye Design may appear in Target Red, black or white only

Keep in mind:

- If PDF is opened in Illustrator, logo files will become vector files.
- The Adobe Illustrator file consisting of vector logos are available to download from Partners Online

- The “Only at Target” logo lockup should be used only when an item is available solely at Target, and not at any other retailers—including specialty stores, manufacturer’s online stores, or manufacturer’s brick-and-mortar stores or vendor’s own website.
- To avoid redundancy, use the Bullseye logo alone, ONLY when your tag includes copy such as “find it at these retailers” or “currently available at these retailers.”

© 2017 Target Brands, Inc. Target and the Bullseye Design are registered trademarks of Target Brands, Inc.

Approved Logos, continued

Target Logos

Available at	Available at	Available at	Available at	Available at	Available at
Now at	Now at	Now at	Now at	Now at	Now at
New at	New at	New at	New at	New at	New at
Only at	Only at	Only at	Only at	Only at	Only at
New & only at	New & only at	New & only at	New & only at	New & only at	New & only at

Target .com Logos

Available at .com	Available at .com	Available at .com	Available at .com	Available at .com	Available at .com
Now at .com	Now at .com	Now at .com	Now at .com	Now at .com	Now at .com
New at .com	New at .com	New at .com	New at .com	New at .com	New at .com
Only at .com	Only at .com	Only at .com	Only at .com	Only at .com	Only at .com
New & only at .com	New & only at .com	New & only at .com	New & only at .com	New & only at .com	New & only at .com

Approved Spanish Logos

Target - Spanish Logos

Available at Disponible en	Disponible en	Disponible en	Disponible en	Disponible en	Disponible en
Now at Ahora en	Ahora en	Ahora en	Ahora en	Ahora en	Ahora en
New at Nuevo en	Nuevo en	Nuevo en	Nuevo en	Nuevo en	Nuevo en
Only at Solo en	Solo en	Solo en	Solo en	Solo en	Solo en
New & only at Nuevo y solo en	Nuevo y solo en	Nuevo y solo en	Nuevo y solo en	Nuevo y solo en	Nuevo y solo en

Disponible en .com	Disponible en .com	Disponible en .com	Disponible en .com	Disponible en .com	Disponible en .com
Ahora en .com	Ahora en .com	Ahora en .com	Ahora en .com	Ahora en .com	Ahora en .com
Nuevo en .com	Nuevo en .com	Nuevo en .com	Nuevo en .com	Nuevo en .com	Nuevo en .com
Solo en .com	Solo en .com	Solo en .com	Solo en .com	Solo en .com	Solo en .com
Nuevo y solo en .com	Nuevo y solo en .com	Nuevo y solo en .com	Nuevo y solo en .com	Nuevo y solo en .com	Nuevo y solo en .com

Approved On-demand Logos

Direction for Order Pickup logo

Logo Legal Guidelines

- Use the logo in a consistent manner across all applications to help establish and reinforce immediate recognition of the Order Pickup brand.
- For all permitted uses of our trademarks, use the logos *exactly* as they appear.
- The icon and wordmark should always be clearly legible.
- All versions must use ™ for trademark.

Logo Treatment

- Use it on a white background.
- If a background color is necessary, make sure it's contrasting.

- Vertical/Stacked (preferred)

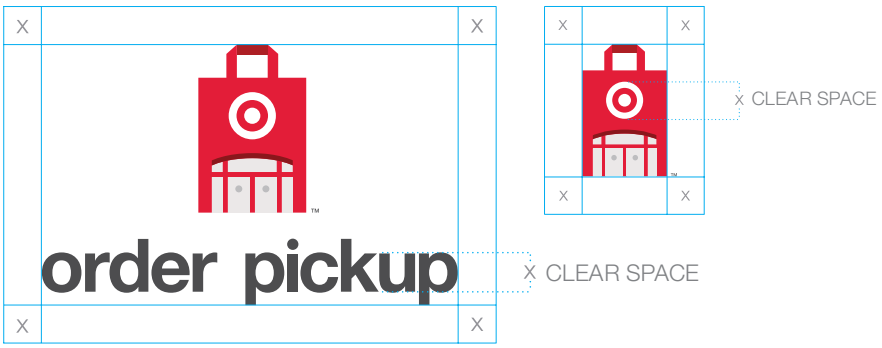
(gray used to show reversed wordmark only)

- Horizontal (only when necessary)

(gray used to show reversed wordmark only)

Clear Space

- Always maintain the minimum amount of clear space to ensure legibility.
- Never allow competing elements such as photography, text or background patterns to invade the clear space.



Approvals

- Submit 'submissions form' and creative to: VendorTaggingCompliance@target.com for Logo / Co-Marketing approval.

Approved On-demand Logos

Direction for Subscriptions logo

Logo Legal Guidelines

- Use the logo in a consistent manner across all applications to help establish and reinforce immediate recognition of the Subscriptions brand.
- For all permitted uses of our trademarks and registered marks, use the logos *exactly* as they appear.
- The icon and wordmark should always be clearly legible.
- All versions must use ™ for trademark.

Logo Treatment

- Use it on a white background.
- If a background color is necessary, make sure it's contrasting.

- Vertical/Stacked (preferred)

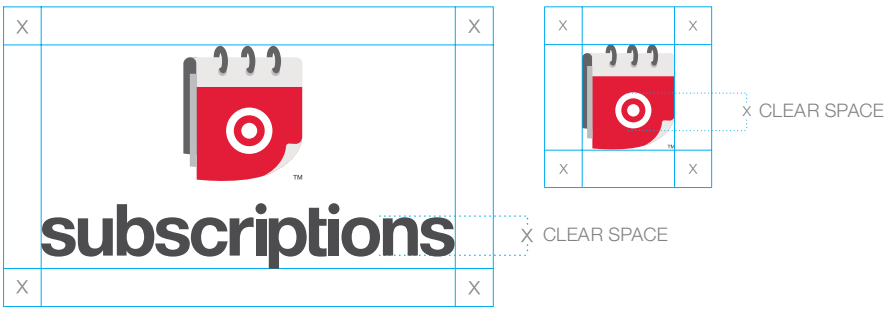
(gray used to show reversed wordmark only)

- Horizontal (only when necessary)

(gray used to show reversed wordmark only)

Clear Space

- Always maintain the minimum amount of clear space to ensure legibility.
- Never allow competing elements such as photography, text or background patterns to invade the clear space.



Approvals

- Submit 'submissions form' and creative to: VendorTaggingCompliance@target.com for Logo / Co-Marketing approval.

Approved Logos

Target Restock logo

restock™

restock™

restock™

Shipt

SHIPT

Same day delivery

same day delivery

Shopped by SHIPT

Drive Up logo

drive up

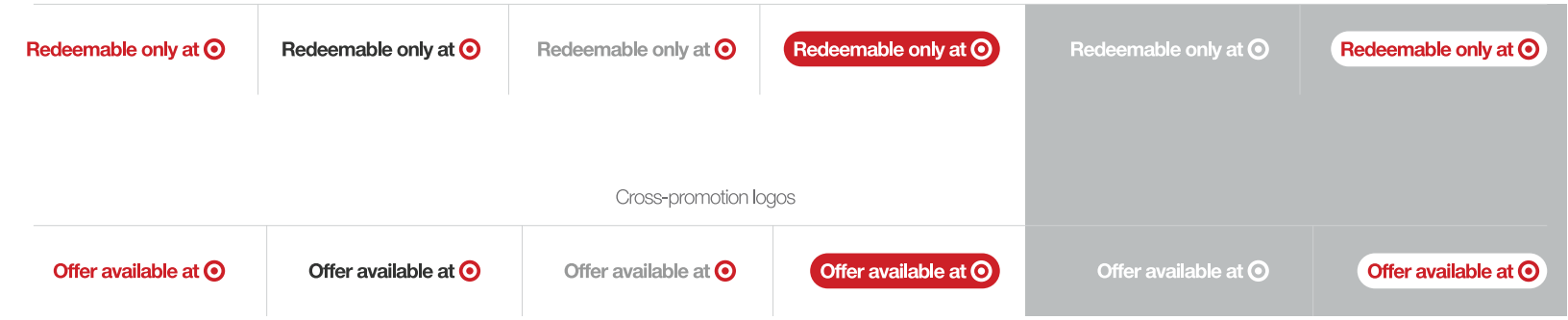
drive up

Approved Target-Only Offer Logos

Approved Online Coupon Portal Logos

- For use at point of display on a third-party coupon portal; not to be used in print or on coupon creative.

Online Coupon Portal Logos



Cross-promotion logos

Vendor Co-Marketing Approval Process

- Vendor completes the Vendor Tagging Compliance Submission Form. The submission form is found on Partners Online (POL) under the file name: 'VendorTaggingComplianceSubmissionForm'.

- For Digital Co-Marketing requests, Vendor to provide the media plan and details outlining run dates, channel, where the media is driving from and to as part of the creative approval.

- For Digital Co-Marketing requests, Vendor must adhere to the Terms and Conditions specified in the Digital section, see page 19.

- Target does not allow other digital solution to Co-Market Target coupons including Target Circle. The following Target Circle Co-Marketing exceptions are permitted with approval; vendor website, vendor email & vendor blogger/influencer.

- Vendor routes submission form and creative to appropriate contact(s) for approvals. **Please allow 10 business days for approvals**.

- Target reviews creative and communicates approval or requested revisions to Vendor.

- If revisions are necessary, Vendor makes necessary revisions and resubmits to appropriate email address.

- Vendor must obtain written approval from appropriate contact(s). Without approval, the co-marketed creative cannot be used.

Coupons

Target-Exclusive Coupons

Do

- Design Target-exclusive coupons using our coupon requirements and specs, and have them set up in Target's proprietary system.

Approvals

- Gain approval from Merchant on Target-exclusive coupon (include the specific offer details)
- Alert Target Loyalty team of new request at Loyalty.Marketing@Target.com. Please include specific offer details including the delivery & strategy. Not all requests will be approved.
- If approved Loyalty Marketing will send you the coupon requirements and specs document.
- Generate formal request for coupon and barcode in OMT (Offer Management Tool)
- Target does not allow other digital solutions to tag our coupons including Target Circle.

IAMS
SEE A VISIBLE
DIFFERENCE.
— SATISFACTION GUARANTEED. —
*or your money back
Available at
®/™ Trademarks © Mars, Incorporated 2016
TARGET COUPON EXPIRES 5/27/17
$3 off
7-lb. or larger
IAMS™ dry cat food
Item Coupon. Valid in store only. Limit one manufacturer and one Target coupon per item. Limit of 4 identical coupons per household, per day. Void if copied, scanned, altered, transferred, purchased, sold or prohibited by law. Item(s) may not be available at all stores. Quantities limited; no rain checks. Coupon value may not exceed value of item purchased. No cash value. IAMS™ and IAMS™ Logo are trademarks of Mars, Incorporated.
TARGET COUPON EXPIRES 5/27/17
$5 off
9.3-lb. or larger
IAMS™ dry dog food
Item Coupon. Valid in store only. Limit one manufacturer and one Target coupon per item. Limit of 4 identical coupons per household, per day. Void if copied, scanned, altered, transferred, purchased, sold or prohibited by law. Item(s) may not be available at all stores. Quantities limited; no rain checks. Coupon value may not exceed value of item purchased. No cash value. IAMS™ and IAMS™ Logo are trademarks of Mars, Incorporated.

Coupons, continued

Manufacturer's Coupons

Do

- If the coupon is available for redemption at other retailers, the coupon should be labeled as a manufacturer's coupon and include a manufacturer's coupon barcode.
- The "Available at Target" text or logo lockup should be outside of the coupon on the ad portion and not on the coupon portion.

Approvals

- Submit submissions form and creative to: VendorTaggingCompliance@target.com. Please allow 10 business days to review and approve.

Tagging Examples

Approved

PURE LEAF
Pure Leaf® is made of exceptional long-leaf teas – simply picked, rolled, and expertly crafted.
How to Brew
1 Place one pyramid tea bag in a cup or mug.
2 Bring water to a boil and let cool slightly.
3 Pour 6 oz. into the mug and let cool slightly. Brew 2–4 minutes.
4 Squeeze bag and remove. Enjoy!
©2016 Unilever TGT17001
Available at
MANUFACTURER'S COUPON
EXPIRES XX/XX/XX
DO NOT DOUBLE
$XXX off
Unilever
Consumer: LIMIT ONE (1) COUPON PER PURCHASE on product/quantity specified and MAXIMUM OF TWO (2) IDENTICAL COUPONS allowed in same shopping trip. Void if reproduced, transferred, used to purchase products for resale or where prohibited/regulated by law. Coupon value may not exceed value of item purchased. NO CASH BACK. Consumer pays sales tax. Redeemable at participating retail stores. Valid only in the U.S. Retailer: Unilever, P.O. Box 880460, El Paso, TX 88588-0460 will reimburse the face value of this coupon, plus 8¢, if submitted in compliance with our redemption policy, available upon request. Cash value 1/100th of 1¢. Any use of this coupon not specified herein constitutes fraud. ©2017 Unilever TGT17001
FPO

Not Approved

Target Circle

All Target Circle offer tagging should be sent to both VendorTaggingCompliance@target.com and Loyalty.Marketing@Target.com for approval.

Specific offers

Gray Background Option

Simple

Send to target.com/circle (print only)

Send to target.com/circle + Target app

Red Background Option

Simple

Send to target.com/circle (print only)

Send to target.com/circle + Target app

Target Circle, continued

Generic Messages

Gray Background Option

Simple

Send to target.com/circle + Target app

Red Background Option

Simple

Send to target.com/circle + Target app

Target Circle, continued

Examples

97%
CHANCE YOU WILL LOVE DUNKIN'
BRING HOME THE RICH & SMOOTH TASTE OF DUNKIN'
Save with circle in the Target app or at .com/circle
CLICK HERE TO DEACTIVATE THIS AD

TRY ME
a Soup IN the right direction
Protein. Not just for knives and forks anymore.
Save 30% with circle.
CLICK HERE TO DEACTIVATE THIS AD

TRY ME
a Soup IN the right direction
Protein. Not just for knives and forks anymore.
Save 30% with circle.
Find this offer in the Target app or at .com/circle
CLICK HERE TO DEACTIVATE THIS AD

Digital

Channel Objectives

- Escalate the brand and build credibility.
- Expand reach and awareness.
- Influence purchase considerations and drive sales.
- Differentiate the brand(s)

Media Buying Requirements

Terms & Conditions

Vendor Partner warrants to Target that it shall not place the contracted campaign on:

- Any website which contains derogatory, obscene, offensive, racist, pornographic or demeaning material or any other content which would negatively impact the character of advertiser.
- Any unmoderated forums or sites containing unmoderated user generated content.
- Overtly faith-based, political environments, breaking & hard news.
- At Target's request, Vendor Partners shall immediately remove the advertiser campaign from any website which Target reasonably believes to contain any of the content referred to above.

Do

- Seek out highly-trafficked, secure environments that elevate your brand.
- Strive for premium and in-view placements.
- Ensure all impressions are in view.
- Ensure that placements are separated from those of retail competitors.

Digital, continued

Creative Considerations

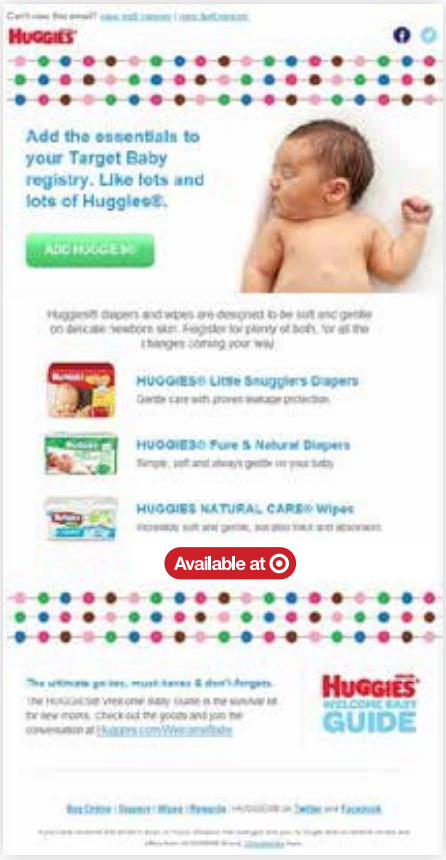
- State if a product is NOT available both in stores and online.
- Use “available at Target” copy and approved Target logos, as long as they link directly to Target.com.
- Deep link to Target.com:
  - If a product is available for online purchase, link to the product.
  - If promoting an online coupon available at Target.com, link to the coupon portal.
- If a product is unavailable or not set up at Target.com, identify its availability as “in stores only.” Ask an online merchant to set up the product so it links to the store locator.
- If the ad mentions free shipping, be sure to specify which items qualify.

Approvals

- Submit submission form, creative, media plan and final linking destination to: VendorTaggingCompliance@target.com. Please allow 10 business days to review and approve.

Co-Marketing Examples

Email


HUGGIES
Add the essentials to your Target Baby registry. Like lots and lots of Huggies®.
HUGGIES® Little Snugglers Diapers
HUGGIES® Pure & Natural Diapers
HUGGIES NATURAL CARE® Wipes
Available at
HUGGIES
GUIDE

Banner Ad

In-Store Marketing (ISM)

Instore marketing (ISM) is used to guide, inspire and inform Guests, influencing purchase decisions and maintaining a united and cohesive Brand experience.

Sign Functions

Instore marketing (ISM) is used to guide, inspire and inform Guests, influencing purchase decisions and maintaining a united and cohesive Brand experience.

Navigation

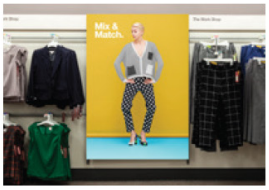
Guides the Guest to specific products. Should be clear, direct, and easy.

Information

Helps the Guest to make decisions. Should be helpful, non-biased, and concise.

Inspiration

Engages the Guest with a Brand or product story that expresses a point a view. Should be about trend, newness, exclusivity, or seasonality.



Pricing

Conveys pricing, in a compelling, clear, and consistent way.

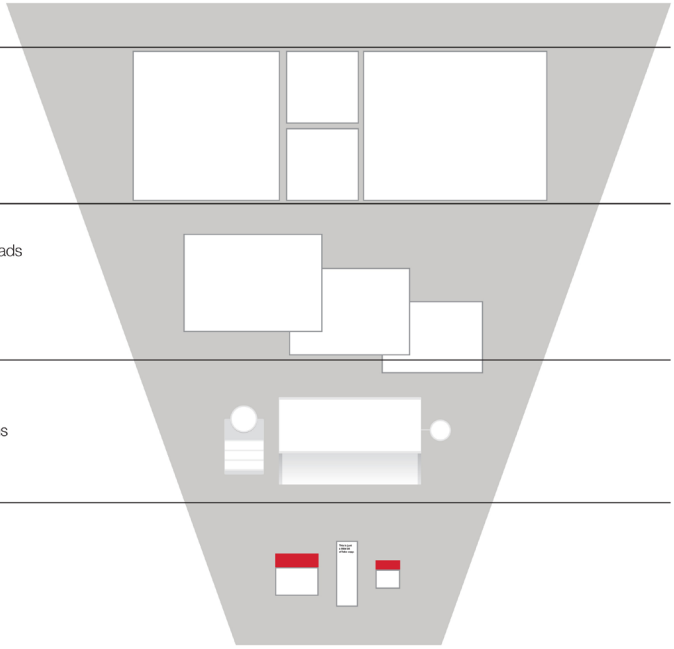
Brand

Expresses our Brand personality (warm & cool). Should be cohesive.

In-Store Marketing, continued

Sign Hierarchy at a Glance

Definition	Intent	Key Sign Tools
Sky Level **(visible from 50–150 feet)** Guides guests through the store.	**Orienting** **/Brand articulation/** Creates the ambience and provides the structure of the shopping experience. Signs remind guests what they love about and what they can buy at Target.	Sky Focal (CSE) Gateways Overhead Navigation Sign
High Level **(visible from 10–30 feet)** Attracts guests into a world from afar, highlighting brand and world priorities.	**Enticing** **/World articulation/** Interrupts the experience to draw attention to world highlights and key messages. Signs reflect what might matter most to a guest within a world.	Divider Walls (CSE) Seasonal / Campaign Overheads
Eye Level **(visible from 10–30 feet)** Draws guests into product and program stories including (but not limited to) value, brand, and newness.	**Discerning** **/Department articulation/** Provides all the means for guests to discern the product assortment at the department level. This is where the real shopping begins.	Endcaps Inline Headers Storefronts Focals Outriggers Street Signs
My Level **(visible from 3–10 feet)** Provides specific product information to drive pruchase decisions.	**Selecting** **/Product articulation/** Completes the story about specific products and programs. Provides all the detailed information necessary for a guest to choose which product to add to her basket.	Information Signs Strip Signs Price and Promotion Signs (11x11, 11x7, 3x3)



In-Store Marketing Guidelines

Do

- Align with ISM partner on strategy and guest problem you are solving BEFORE developing creative.
- Tailor the message to the in-store shopping experience i.e. in-store is about conversion.
- Make your merchandise the hero.
- Craft reliable, straightforward messages that cut through noise and clutter.
- Create signage that is unique to Target and reflects Target's point of view.

Don't

- Repeat messaging that is on packaging.
- Restate the obvious or fill empty space with messaging.
- Use noisy, branded visuals with no clear design structure.
- Apply inconsistent typography.
- Utilize campaign creative in-store that doesn't assist in conversion.

In-Store Marketing, continued

Contacts

- ISM Planner: Manages strategy and approvals—your first point of contact.
- ISM Project Manager: Coordinates execution, including timing and action and part numbers.
- Brand Category Marketer (BCM): Directs marketing strategies, campaign metrics, and guest engagement.
- ISM Procurement: Ships and troubleshoots.

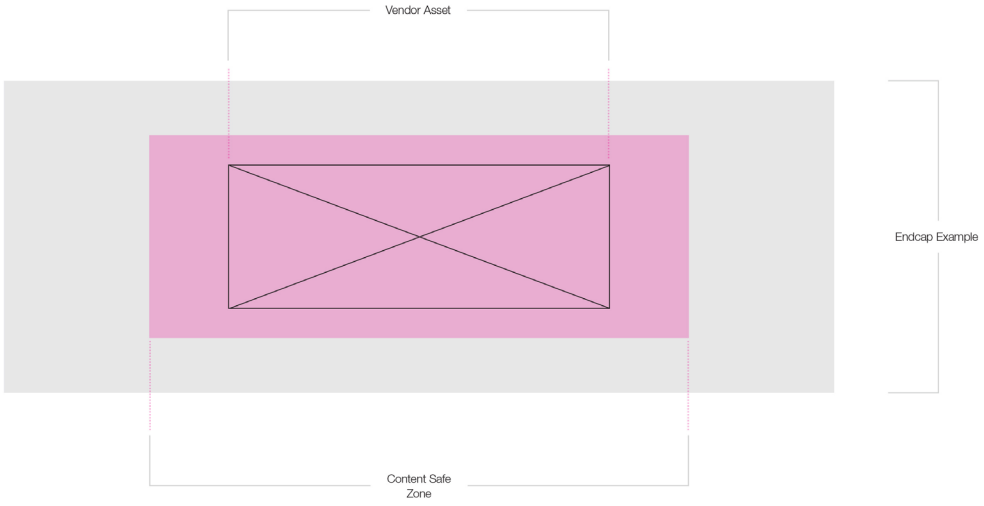
Timing and Approvals

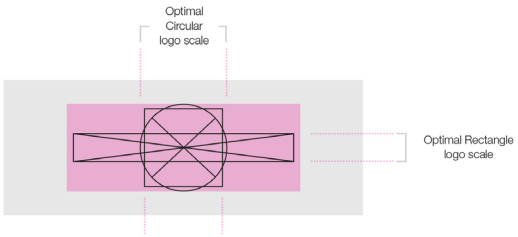
(timing below is general, project scope ultimately will drive timing. Align with ISM team on timing for each project)

- 20 weeks from set: Alignment meeting with the buyer and ISM planner.
- 18 weeks from set: Submit round 1 creative to the ISM planner.
- 15–16 weeks from set: Final concept approved.

For a list of preferred creative, design and production agencies please contact your ISM Planner.

In-Store Marketing, continued





Tools and Templates

Endcap Header Brand

Content System

- Feature Vendor logos.
- Background is always a flood of color, either a Vendor dominant color or World.
- The Content Safe Zone is determined by 65% of the Endcap size. This is the absolute maximum width and height for all Vendor logos.
- Vendor logos should sit optically centered within the Safe Zone.
- These examples are only valid for one logo per Endcap.

Circular logos

Circle logos should be about 100-90%* of the Safe Zone, this enables the circular logos to have the same presence as other rectangular and squre logos.

Rectangular logos

Should be about 75-70%* of the Safe Zone.

Square logos

Should be about 80% of the Safe Zone.

In-Store Marketing, continued

Typography

Helvetica Neue for Target is our proprietary typeface, and we use it on all signs in just a few variations.

Kerning value = "Optical"
Tracking value = -10 to -25
(Depending on type size, weight, and legibility)

Please refer to sign layout templates for detailed specifications.

Helvetica Neue for Target Bold
Used for all sign typography except secondary type.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789.,?!:;-'"

Helvetica Neue for Target Regular Plus
Used for secondary type such as body copy on information signs.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789.,?!:;-'"

Label style
As used in navigation signs. x-height is centered in sign height.

Title Case

Headline style
As used in header signs. Copy is vertically centered in sign height.

Sentence case
no punctuation

Info style
As used on information signs. Copy begins at upper left margin.

Sentence case
no punctuation

Secondary copy is set in sentence case with punctuation as needed.

Bullet-style copy is separated with paragraph space and does not require lead-in symbols.

Out-of-Home (OOH)

Channel Objectives

- Reach an on-the-go audience.
- Drive traffic and establish local market awareness.
- Influence brand perception.

Media Buying Recommendations

Do

- Approve tactics with Target.
- Use sound structures with good visibility and prioritize desirable neighborhoods.
- Choose locations that align with the audience, using Geo-targeting, Zip matching, demo-indices, etc.
- Separate static units at least 500 feet from competitors, and digital/video units a maximum distance.

Don't

Install out-of-home placements at these locations:

- Adults-only stores and destinations.
- Floors or sidewalks (e.g., floor clings, sidewalk chalk, etc.).
- Bathrooms, unkempt stores or destinations, and sites with overgrown vegetation.

Creative Considerations

- Billboards on average are viewed from over 600 feet away, and for 7 seconds.
- Use large, legible typefaces. Avoid decorative, italic or serif fonts.
- Text should be adjusted to sightline length and have no more than 10 words.
- Headlines should be larger than 3 feet tall, visible at 600 feet, and have fewer than 6 words.
- Subhead text should be concise, at least 2 feet tall and visible at 300 feet.

Approvals

- Submit submissions form and creative to: VendorTaggingCompliance@target.com. Please allow 10 business days to review and approve.

Out-of-Home, continued

Co-Marketing Examples

Packaging

Channel Objectives

- Packaging is the most immediate and intimate way to co-market your products.
- Packaging promotes brands away from the store or online environment. It goes home with our guests.
- Follow these recommendations to ensure, clear, consistent and uncluttered branding.

The “Only at Target” lockup can be used only for products that are completely exclusive to Target and not available at any other retailers, or from the vendor (including the vendor’s own website). See page 6 for details.

The lockup cannot be used if only part of the product is exclusive, or if there is only an exclusive element (e.g., exclusive color or design pattern).

Approvals

- Submit submissions form and creative to: VendorTaggingCompliance@target.com, and your Merchant. Please allow 10 business days to review and approve.

Only at Target
Vendor Exclusive Label Style Guide

OPTIONAL SMALLER LABEL ONLY FOR PACKAGING THAT DOES NOT HAVE ROOM FOR THE PREFERRED SIZE ABOVE

Packaging, continued

Movie Sticker Placement

Example 1 (preferred)
Sticker placed **lower right** corner away from movie title and main character art

Example 2
Sticker placed **lower left** corner not covering any character artwork

Example 3
Sticker placed away from any of the main movie character or titles on cover

IMPORTANT: ON ALL VERSIONS

Sticker should be placed on the front cover of DVD/Blu-ray package in a way that doesn't cover up any pertinent cover art or movie title.

Packaging, continued

Sample Sticker and Copy

Non-Photo

Only at

Bonus Exclusive Content

Spiderman downloadable ringtone

Offer valid while supplies last.

Only at

Exclusive Featurette

30 mins documentary content

Offer valid while supplies last.

Non-Photo | Digital HD Ultraviolet

Only at

Exclusive Content

35 mins of bonus digital content featuring character evolution.

Offer valid while supplies last.

Digital Copy Included

DIGITAL HD ULTRAVIOLET

See back of packaging for details

Photography

Only at

Exclusive Rocket Raccoon

Pop Vinyl 6inch GOTG figure

Offer valid while supplies last.

Only at

3 Simpsons Lego Figs

Marge, Homer, Bart Lego Mini's

Offer valid while supplies last.

Sample Copy/Terms

Bonus DVD
Digital Extras
Exclusives
Exclusive Digital Content
Bonus Interviews
Featurette
Deleted Scenes
Outtakes
"Making of"
Alternate Ending
Downloadable Content
Extras
Limited Edition

Movie Title Treatment

Abbreviate or limit title character count whenever possible

Examples:

Guardians of the Galaxy = GOTG

Planet of the Apes = POTA

The Amazing Spider-Man = SpiderMan

Transformers : Age of Extinction = Transformers:AOE

Packaging, continued

Version 1: Non-Photo | Digital Content

Uses the Only at lockup, centered, at top

Exclusive/Headline: 9.5 pt./10 pt. leading, Helvetica Neue for Target Bold, TargetRed/PMS 186, Tracking of –10. (If headline doesn't fit in one line, reduce point size to fit one line and keep Secondary Type 2 pt. sizes smaller than Exclusive/Headline.)

Secondary Type: 7 pt./9 pt. leading, Helvetica Neue for Target Regular, 70% Black, tracking of –10

Offer valid: 5 pt. Helvetica Neue for Target Light, centered

Sizing Guidelines:
Trim: 1.75 x .75"
Bleed: no bleed
Live: 1/16"

Copy Guidelines:
Most important feature goes into exclusive/headline. Secondary feature or extended information is placed in secondary type. See example provided for reference.

Packaging, continued

Version 2: Non-Photo | Ultraviolet

Only at
Lorem Ipsum Dolor
Lorem ipsum dolor sit amet, consectetuer adipiscing elit set.
Offer valid while supplies last.
Digital Copy Included
DIGITAL HD ULTRAVIOLET
See back of packaging for details.

Uses the Only at lockup, centered at top

Exclusive/Headline: 11 pt./11 pt. leading, Helvetica Neue for Target Bold, TargetRed/PMS 186, tracking of –10

Secondary Type: 7 pt./8 pt. leading, Helvetica Neue for Target Regular, 70% Black, tracking of –10, additional 2 pts. paragraph space before the first line of secondary type

Offer valid: 5 pt. Helvetica Neue for Target Light, centered

Digital Copy Included: 6 pt. Helvetica Neue for Target Bold, 70% Black, tracking of –5, centered.

Digital HD Ultraviolet logo is placed centered just inside live area; use high resolution or vector art logo

Sizing Guidelines:
Trim: 1.5 x 1.5"
Bleed: no bleed
Live: 1/16"

Copy Guidelines:
Most important feature goes into exclusive/headline. Secondary feature or extended info is placed in secondary type.
See example provided for reference.

Packaging, continued

Version 3: Photography of Exclusive/Bonus Feature

Uses the Only at lockup, centered at top

Exclusive/Headline: 8 pt./9 pt. leading, Helvetica Neue for Target Bold, TargetRed/ PMS 186, tracking of –10

Secondary Type: 7 pt./9 pt. leading, Helvetica Neue for Target Regular, 70% Black, tracking of –10

Offer valid: 5 pt. Helvetica Neue for Target Light, centered

Sizing Guidelines:
Trim: 1.5 x 1.25"
Bleed: no bleed
Live: 1/16"

Copy Guidelines:
Most important feature goes into exclusive/ headline. Secondary feature or extended info is placed in secondary type. Copy always below art. See example provided for reference.

Print

Channel Objectives

- Escalate the brand and build credibility.
- Build reach and awareness.
- Influence purchase consideration and drive sales.
- Differentiate the brand(s).

Media Buying Recommendations

Do

- Position magazine ads with far forward placements (front 25%) or within highly relevant content.
- Secure premium placements (cover 2/page 1, cover 3, cover 4) as available, for premium fees.

Don't

- Place ads in environments with controversial content, such as adult themes or overtly religious or political environments.
- Place ads in magazines such as *Penthouse*, *Playboy*, *Maxim* or *Hustler*, or any magazines with gratuitous sexual content and/or excessive violence.

Approvals

- Submit submissions form and creative to: VendorTaggingCompliance@target.com. Please allow 10 business days to review and approve.

Print, continued

Creative Considerations

- The Target logo on a print ad should not be placed near the spine of the magazine.

Tagging Examples

Logo in red (Preferred)

Only At Target

Logo in White

3Doodler Start
TOTY 2017
TOY OF THE YEAR AWARDS
We couldn't have done it without you!
Our Best-Selling 3Doodler Start is a Finalist
Visit us at NY Toy Fair Booth #1875
Vote for Us! www.toyawards.org
3Doodler START is a finalist for Rookie of the Year
A special thank you to our retail partners:
BARNES & NOBLE
Michaels

Multiple logos

Public Relations

Public Relations Guidelines

Every public relations announcement:

- Must have news value.
- Must drive awareness that differentiates Target.
- Should enhance brand perception or build brand love.

Channel Overview

Looking for public relations tactics to support your products at Target? You first need to contact Target Public Relations to discuss the proposed strategy and tactics. Typically, Target takes the lead on all external communications regarding products in our stores. However, we're open to discussing exceptions. Once we agree on strategy and you receive the go-ahead, consider the following:

Do

- Review all press materials with Target. Please allow 5-7 days for review and approval. All press materials should use approved language only.
- Cite Target as the where-to-buy retailer within press materials.
- Defer Target-specific questions to Target Public Relations.
- Flag Target Public Relations when a story or product placement has been secured. Provide the outlet name, opportunity and anticipated run date.

Don't

- Create or distribute any press materials without advance approval from Target.
- Break Target news or seek singular credit for work done on behalf of Target.
- Release sales dollars/amounts or comparable sales percentages for a product or brand.

Approvals

For contacts, questions, approval process and timing, email Press@Target.com.

Radio Broadcast

Channel Objectives

- Drive traffic into stores for promotions.
- Be heavier in markets that have greater sales potentials.
- Have local relevance.

Media Buying Recommendations

Do

- Run on stations and programs that skew female and are family friendly.

Don't

- Run on stations that are characterized by inappropriate content or language and are an undesirable environment for the Target brand.
- Choose formats that are typically controversial or edgy; e.g., News/Talk, Classic Rock, etc.
- Advertise with controversial personalities or programs (e.g., Rush Limbaugh, Howard Stern, and various local "shock jocks").

Creative Considerations

- Vendor-produced radio promotions that tag Target should indicate where the product can be found. For example: "available at Target," "available at your nearest Target store," or "only at Target." (Please note that "only at Target" means the product is not available at any other retailer, including a vendor's physical or on-line store. See page 6 for details.)
- The tone and voice of your radio spot should be true to your brand.
- All scripts that include Target assets must be approved.

Approvals

- Submit submissions form and creative to: VendorTaggingCompliance@target.com. Please allow 10 business days to review and approve.

Social Media

Channel Objectives

- Drive traffic to Target.com.
- Build equity and “brand love” (for your brand AND Target) through compelling content.

Do

- Frame the post from your brand’s point of view, not Target’s.
- Immediately notify Target if you receive inflammatory, negative or otherwise concerning feedback about posts.
- Follow FTC guidelines for participating in a social community, ensuring that you include adequate disclosures.
- When featuring our products or services (unless it’s a contest or promotion), please tag @Target, @TargetStyle or @TargetLittles in appropriate channels, such as Twitter or Instagram.
- Within Pinterest, link the Pin to Target.com so customers can purchase the product.
- If a product is not set up at Target.com, identify its availability as “in stores only.” Partner with an Online merchant to set up the product so it links to the store locator.
- If the product is media-related (music, video games, movies, etc.), ratings must be visible (MPAA, etc).
- When calling out free shipping in ads, specify the items that qualify to avoid confusing guests.

Don’t

- Break Target news or seek singular credit for work done on behalf of Target.
- Create case studies or presentations featuring Target without prior approval from Target.
- Use the Target Bullseye logo by itself unless you have approval from Target.
- Create or engage in sweepstakes, promotions or contests that ask consumers to tag Target in social content.
- Include product pricing, due to pricing disparities.

Social Media, continued

Creative Considerations

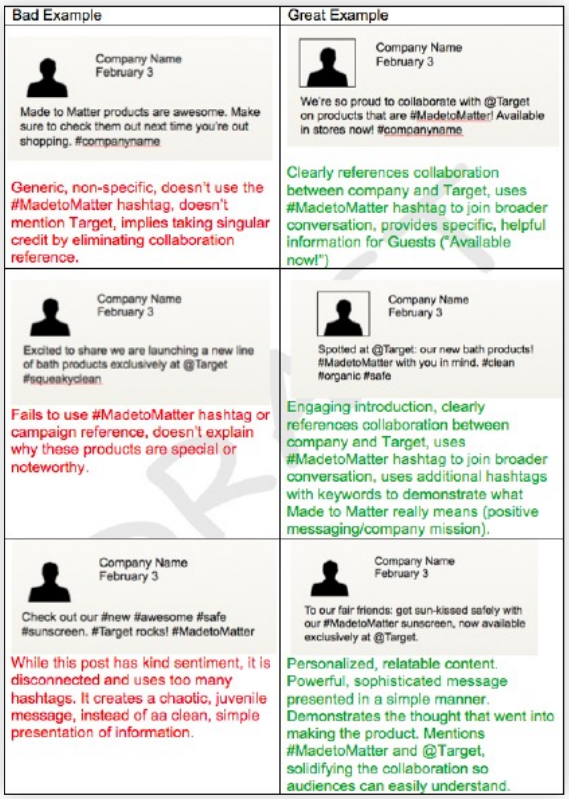
Images should be high quality and uncluttered, using recommended image dimensions for each platform.

Approvals

Submit submissions form and creative to:

VendorTaggingCompliance@target.com.
Please allow 10 business days to review and approve.

Examples


Bad Example
Great Example
Company Name
February 3
Made to Matter products are awesome. Make sure to check them out next time you're out shopping. #companyname
Generic, non-specific, doesn't use the #MadetoMatter hashtag, doesn't mention Target, implies taking singular credit by eliminating collaboration reference.
Company Name
February 3
We're so proud to collaborate with @Target on products that are #MadetoMatter! Available in stores now! #companyname
Clearly references collaboration between company and Target, uses #MadetoMatter hashtag to join broader conversation, provides specific, helpful information for Guests ("Available now!")
Company Name
February 3
Excited to share we are launching a new line of bath products exclusively at @Target #squeakyclean
Fails to use #MadetoMatter hashtag or campaign reference, doesn't explain why these products are special or noteworthy.
Company Name
February 3
Spotted at @Target: our new bath products! #MadetoMatter with you in mind. #clean #organic #safe
Engaging introduction, clearly references collaboration between company and Target, uses #MadetoMatter hashtag to join broader conversation, uses additional hashtags with keywords to demonstrate what Made to Matter really means (positive messaging/company mission).
Company Name
February 3
Check out our #new #awesome #safe #sunscreen. #Target rocks! #MadetoMatter
While this post has kind sentiment, it is disconnected and uses too many hashtags. It creates a chaotic, juvenile message, instead of aa clean, simple presentation of information.
Company Name
February 3
To our fair friends: get sun-kissed safely with our #MadetoMatter sunscreen, now available exclusively at @Target.
Personalized, relatable content. Powerful, sophisticated message presented in a simple manner. Demonstrates the thought that went into making the product. Mentions #MadetoMatter and @Target, solidifying the collaboration so audiences can easily understand.

Sweepstakes, Contests and Giveaways

Do not co-market Target or use Target assets in sweepstakes, contests and giveaways that are not sponsored by Target. Target does not support these promotions in any channel.

Target.com

Target.com Guidelines

Advertising and marketing that refers to Target.com should link to relevant commerce and content opportunities that support the vendor's brand assortment.

Search Engine Optimization (SEO)

Promote your brand by including links from your site(s) back to relevant brand and product pages at Target.com. These links from external websites pointing to Target.com are seen as "votes" for better rankings. Some examples of ways to link from your site to Target.com are:

- Link from your brand's site to brand or product pages at Target.com.
- Include links to brand or product pages at Target.com in your press releases, blog posts, or other publicity materials.
- Work with your social media team to promote and link to pages at Target.com.

Link Process

You can link to your brand's pages at Target.com from any page on your site. However, a "Where to Buy" page that links to your retail partners is a good place to start. Here's an example from nabi: nabitablet.com/where-to-buy.

Link to your brand page on our site instead of the Target.com homepage or store locator to provide the most search engine optimization benefits. This will also improve the guest experience by leading to a page that features your products exclusively.

Ask your Target team for your brand page URL. Ensure that you have a direct link that:

- Does not pass through any redirects (tracking redirects, URL shorteners, etc.).
- Is a followed link (does not use the "no follow" attribute).
- Includes anchor text (the underlined text in the hyperlink) like "shop <<BRAND>> at Target.com," or is linked from a Target logo that includes similar alt text.

Contacts

For questions regarding brand link or URL, contact the digital buyer.

Target GiftCards™

Target GiftCards Overview

General Recommendations for Target GiftCards

Do

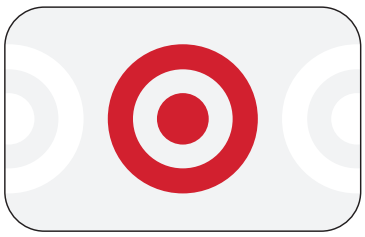
- Use Target GiftCard images exactly as provided.
- Choose the GiftCard With Purchase (GCWP) image when the gift card will be issued at the point of sale for a Target-fulfilled in-store or online offer.
- Choose the Bullseye Pieces or Puppy with Tail image when you are purchasing gift cards from Target as part of a vendor-fulfilled external promotion or offer.
- Use the following spellings: Target GiftCard or Target GiftCards. Each should be marked with a trademark ™ at the first or most prominent instance.
- Use the spelling “gift card” when not preceded by “Target.”
- Gift card with purchase (GCWP) offers should be stated as follows: “Buy XX and get a $X Target GiftCard™.”
- Consult Target GiftCard Usage Guidelines for full details.

Don’t

- Use the Target GiftCard image in a way that dominates or competes with your brand’s identity.
- Crop or cut off Target GiftCard images.

Visual Guidelines:

The Target GiftCard image must be used exactly as provided. Please choose only one of the options listed below (GCWP image, Bullseye Pieces or Puppy with Tail). It must be shown in its entirety and cannot be cropped or cut off along the sides.



Gift Card With Purchase (GCWP)

Target GiftCards, continued

Treatments

The Target GiftCard image cannot be positioned at the top of your promotional material, tilted or rotated. Additionally, the Target GiftCard image cannot be turned into a sticker or made into a scratch-off. If you'd like to add a drop shadow to the Target GiftCard image, the shadow should always fall toward the bottom and off to the right. Lastly, should you incorporate a drop shadow, please use a subtle gradient. See below for examples.

Color

The Target GiftCard image must always appear in the colors provided and cannot be altered in any way. For newspaper and other black-and-white uses, the Target GiftCard image may be converted to grayscale. To separate a card from a same-color background, use a .5-point border rule on Target GiftCard images.

For full recommendations, approvals and general questions, contact TargetGiftCardApprovals@Targetcom.

Television and Video

Channel Objectives

- Build immediate mass reach and awareness.
- Drive traffic to store and Target.com.
- Differentiate and build brand love.

Media Buying Recommendations

Do

- Seek out high-rated, family-friendly programming that elevates the brand.
- Practice pod exclusivity within the retail category, with a minimum 10-minute separation (with the exception of :15 bookends, where units should run in the same pod).

Don't

- Place ads on TV programs with gratuitous sexual situations, adult language and/or excessive violence.
- Place ads on adult-themed TV programs that run during hours children may view.
- Place ads in any environments with political or religious agenda.
- Examples of specific programming to avoid: court shows *(Judge Judy, Divorce Court)*, dating shows *(Blind Date)*, inappropriate talk shows *(Jerry Springer)*, or shows such as *South Park, It's Always Sunny in Philadelphia, Bad Girls Club, Dance Moms, Awkward*, or *Devious Maids*.

Approvals

- Submit submissions form and creative to: VendorTaggingCompliance@target.com. Please allow 10 business days to review and approve.

Television and Video, continued

Creative Considerations

- The tone and voice of your ads should be true to your brand.
- All scripts that include Target assets must be approved.

Tagging Examples

Target as a single retailer:

It's preferred to place Target prominently, relative to other retailers' logos.

Vendor Social Influence Guidelines

Channel Overview

Looking for influencer marketing tactics to support your products at Target? You first need to follow the process on the following page and keep the following guidelines in mind.

Every Influence Activation:

- Must be FTC compliant (e.g., start the caption copy with #Ad.)
- Must have @Target, @TargetStyle or @TargetLittles (Facebook only) tagged
- Must drive awareness that differentiates Target
- Build equity and "brand love" (for your brand AND Target) through compelling content
- Must compliment a larger media strategy
- Must not enlist micro-influencers. The strategy should support 'less is more'
- Must tell a broader story, less-focused on solely product placement activations
- Cite Target as the where-to-buy retailer within the activations
- Must be exclusive to Target

Influencer:

- Must be properly vetted through Target
- Must not have multiple brand promotions within the month of activation (more than 4 in a given month), and no recent activations with a direct competitor
- Must meet our influencer benchmarks (minimum of 200,000 followers and 2% engagement rate), along with our qualitative criterion

Do:

Review all influencer materials with Target. Please allow 10 business days for review and approval for each step.

- Have IM vet the influencers prior to contracting and share the strategy behind the activation
- Share the concepts with Target's IM team prior to creation
- Share final creative with IM team 1 week prior to live date

Don't:

Create or distribute any influencer activations without prior approval from Influencer Marketing at Target.

For contacts, questions, approval process and timing, email Influencer.Marketing@Target.com

Vendor Influence Approval Process

First Steps:

1. Vendor must email Influencer.Marketing@Target.com with the following details:
   - What is the strategy for the activation?
   - What additional Marketing/Media is supporting this?
   - Please include complete list of influencers, along with any additional metrics obtained.
   - Disclose fees for each influencer.

2. For swipe up or link in bio features, Vendor/Influencer must specify the landing and destination for approval by the Influence Marketing Team.

3. For Additional Activations outside of the influencer's social media, Vendor/Influencer must adhere to the Terms and Conditions specified in each section (Experiential, PR, etc.).

4. Vendor routes information to appropriate contact(s) for approvals. Please allow 10 business days for approvals.

After approval on 1-4:

1. Target reviews influencer 'gifting' notes, creative, etc., and communicates approval or requested revisions to Vendor/Influencer. If revisions are necessary, Vendor/Influencer makes necessary revisions and resubmits to appropriate email address.

2. Vendor must obtain written approval from appropriate contact(s). Without approval, the content cannot be used.

3. Vendor to provide tracking/results after campaign completion.

Target Acronyms

Acronyms:

We admit it. We use a lot of acronyms. Here are some that you'll hear frequently.

- **IAB:** Interactive Advertising Bureau
- **ISM:** In-Store Marketing
- **MPA:** Marketing Partner Agreements (to collect vendor funding)
- **PID:** Project ID for SAP CRM (accounting system)
- **PM:** Project Manager
- **P/N:** Part Number
- **POL:** Partners Online
- Target.com:
    - **PDP**—Product Detail Page (add item to cart from this page)
    - **PLP**—Product Listing Page (page listing multiple products)
    - **TCIN**—Target Corp. Item Number (unique identifier for DPCI)
    - **SEO**—Search Engine Optimization
    - **SEM**—Search Engine Marketing
    - **Short URL**—a shorter, easy-to-remember URL